



Psychographic Messaging Report

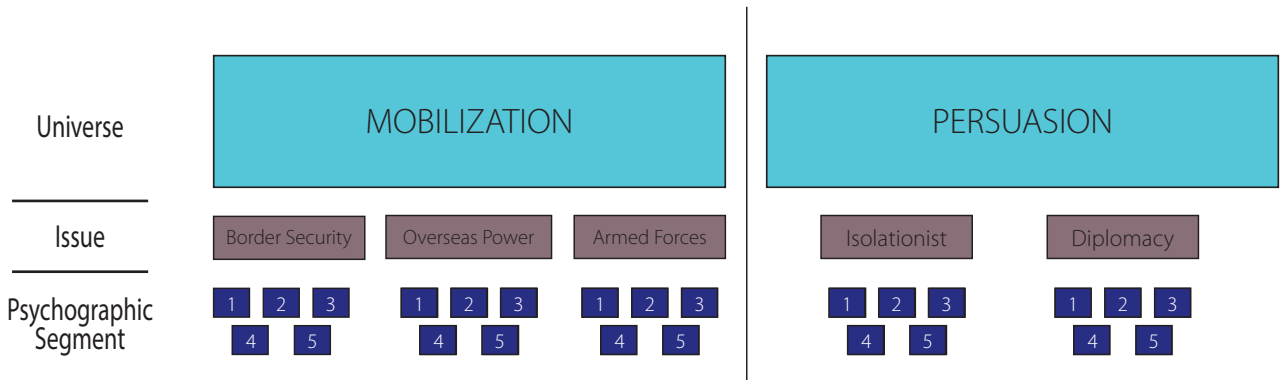
JOHN BOLTON SUPER PAC

INTRODUCTION

This briefing pack outlines the psychographic profiles of voters in the states of Iowa, Nevada and New Hampshire that are interested in national security and immigration issues according to Cambridge Analytica's predictive modeling system.

Starting with all voters classified in our top two tiers of interest in national security and immigration (as it relates to border security issues), the voters were divided into two groups according to whether they were predicted to agree or disagree with Ambassador Bolton's positions. As illustrated in the chart below, voters have been divided into 'Mobilization' and 'Persuasion' universes, with the 'Mobilization' universe including voters likely to prioritize border security and immigration, the projection of American power overseas, and maintaining or increasing funding for America's armed forces. The 'Persuasion' universe, on the other hand, includes voters who prioritized the use of diplomacy, and those likely to hold isolationist beliefs regarding overseas conflict.

VOTER SEGMENTATION BOLTON SUPER PAC



Finally, the issue groups have been subdivided according to psychographic personality traits, with voters divided into five segments according to their dominant personality traits, which are outlined in this document.

Each psychographic segment can be targeted on its own, or at the same time as a segment with the same number in a different issue cluster.

PSYCHOGRAPHIC PERSONALITY TYPES

Each voter group displays a unique combination of personality traits. The combinations of these traits shape individuals' personalities, and informs how messages are presented to achieve maximum impact.

OPENNESS

Indicates our willingness to embrace new and unusual things. Open people are interested in creative possibilities. People with low openness prefer tradition, order and solid social structures.

CONSCIENTIOUSNESS

Deals with organizational skills and self discipline. Conscientious people are methodical and composed. People with low conscientiousness are more likely to act on impulse.

EXTRAVERSION

Reflects how energetically we engage with the outside world. Extraverted people are energized by time spent with large groups. Introverted people prefer the company of a few close friends or themselves.

AGREEABLENESS

Indicates the extent to which we value getting along with other people. Agreeable people are considerate and generous. Disagreeable people are less likely to put the needs of others ahead of their own.

NEUROTICISM

Reflects how we respond to events. People with high neuroticism have long, intense reactions to stimuli. People with low neuroticism will often appear less self-conscious or worrisome.



Janet

Janet is a traditionalist, and cares deeply about American values and her country’s history. For her, national security is about protecting the great country of the United States against foreign enemies that probably couldn’t beat America, but could destabilize it and spoil the American way of life.

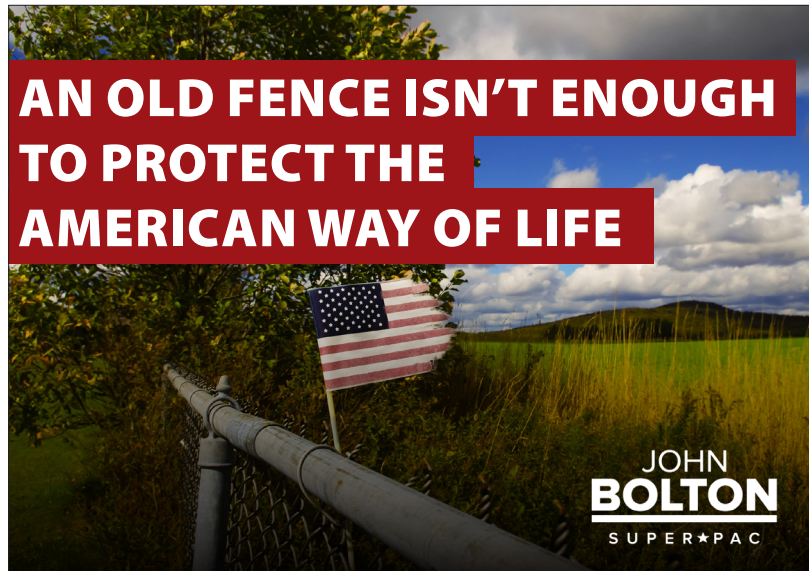
PERSONALITY PROFILE



- OPENNESS
- CONSCIENTIOUSNESS
- EXTRAVERSION
- AGREEABLENESS
- NEUROTICISM

Border Security

Janet thinks about the border as something that protects her family, her community and her society. She cares a lot about her community and their shared values, so it's important to her that these things are protected by a strong border. She believes that people from outside America don't share her values, and so strong action needs to be taken to ensure that those values are preserved.



Promoting & Defending US Interests Overseas

Janet is patriotic, and proud of American values. She thinks the world would be a better place if more countries had the same values, and so she thinks of America's involvement overseas as both a way of protecting America from threats, and as a way to spread the positive influence of the American way of life. Janet likes images and ideas that reference everyday American life, and she'll support overseas intervention when it protects the things she values.



Isolationism

Sometimes Janet wonders if America should be withdrawing from overseas conflicts, and should focus instead on things happening at home. Since she's committed to her family and community, however, she remembers the importance of staying strong overseas when she is reminded that overseas conflict is sometimes necessary to protect her family and their way of life.



Increasing Funding & Support for the US Armed Forces

As somebody with traditional family values, Janet sees America's armed forces as a symbol of American leadership in the world. The military protects American families and their values, so Janet feels more connected to Armed Forces personnel when she sees them with their families in situations that emphasize American values.



Focus On Diplomacy

Janet does occasionally wonder if it's necessary to pay so much money for America's military, and thinks that the United States could focus on diplomacy instead. The best way to remind Janet of the importance of adequately funding the military is to remind her that America's serving soldiers are doing their job to protect their families and protect America.

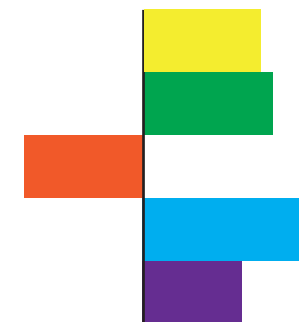




Doug

Doug is politically moderate, though he's not always particularly engaged with political issues. He likes to feel that he's in control of things around him, and for him America is a safe place where he feels secure. He values simple pleasures, and is happy for things in life to stay the way they are.

PERSONALITY PROFILE



NEGATIVE POSITIVE

- OPENNESS
- CONSCIENTIOUSNESS
- EXTRAVERSION
- AGREEABLENESS
- NEUROTICISM

Border Security

Doug likes rules and orderly conduct, so the border represents security from the disorder that Doug sees in other countries. People trying to come over the border illegally are disobeying the law, which is part of the fabric that holds American society together. Images that emphasize the distinction between right and wrong, legal and illegal, are likely to resonate with Doug.



Promoting & Defending US Interests Overseas

Doug thinks that one of the best things about America is the fact that his country acts as a positive force in the world. For him, it's in America's interests to help people in other countries who need it, so images of Americans in uniform helping poorer people make him proud to be American. Generally speaking, an approach that emphasizes positive, peaceful interaction with other people makes Doug feel proud of his country and the American military.



Isolationism

Doug can be distracted by domestic issues, which leads him to question America's role overseas. He will respond, however, to simple messages that emphasize the importance of remaining engaged with the rest of the world. America can't just ignore things happening outside its borders, though the best way to explain this to Doug is to illustrate it in terms that relate to his life or America's positive role in the world.



Increasing Funding & Support for the US Armed Forces

Doug likes rules and order, so he'll support things that increase peace and reduce threats. For Doug, the US military isn't a tool of war, but something that increases peace around the world and protects a peaceful way of life in America.

"If you want peace, prepare for war"



Focus On Diplomacy

Although Doug likes diplomacy, the way to remind him that diplomacy can't fix everything is to emphasize the intangible role that the US military plays in protecting the security and stability that he values in his life. Doug likes to be told that he is being taken care of and that things will be all right, so presenting the military as protectors of people like Doug is the way to get his support.





Charles

Charles doesn't like wasting time, and his friends sometimes describe him as stoic and unemotional. He believes in America and American values, but he usually wants to see facts about an issue before making up his mind. He can sometimes be disinterested in politics, so he'll need to be convinced by hard evidence before he'll take action.

PERSONALITY PROFILE



NEGATIVE POSITIVE

- OPENNESS
- CONSCIENTIOUSNESS
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- NEUROTICISM

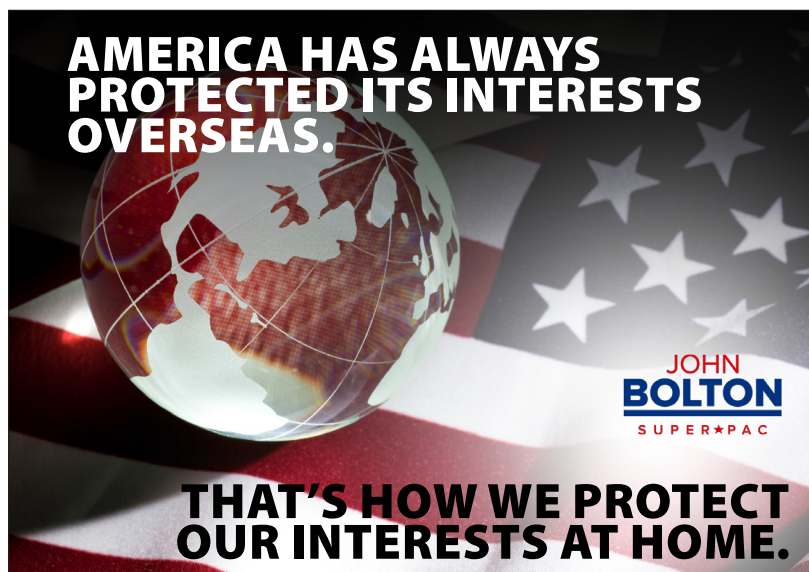
Border Security

Charles thinks about the border as something that protects America, though he considers things practically and is less likely than some others to be moved to action by an emotional appeal. Information on the impact of illegal immigration on America affects him, though as somebody that considers himself emotionally solid, he'll also respond to messaging that emphasizes a similarly stoic position on border security.



Promoting & Defending US Interests Overseas

Charles appreciates things that have stood the test of time. That's not because they are "traditional", but because they have been done before and proven to work. When it comes to America's role in the world, Charles responds to messages that show how America has always played a role in world affairs and how this has improved both the world and America itself.



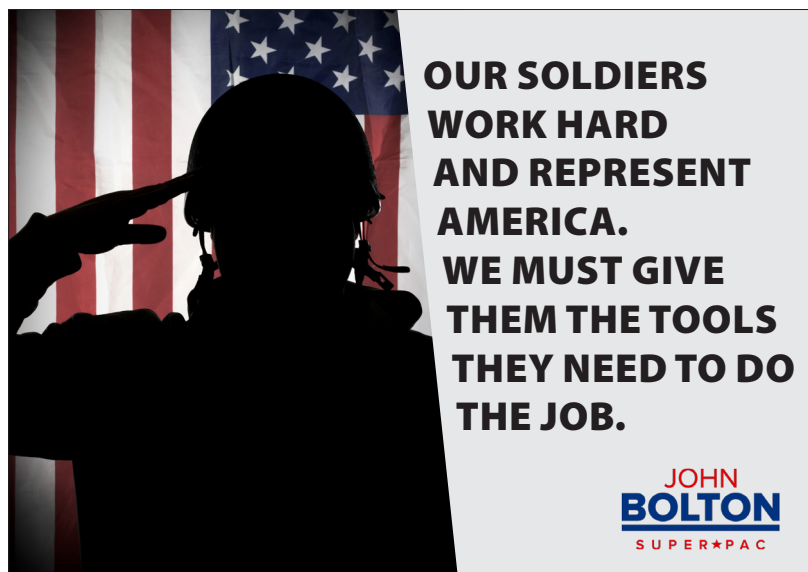
Isolationism

Because he is influenced by facts, including the costs associated with the Iraq and Afghanistan wars, Charles has recently come to question whether or not America should be taking such a prominent role overseas. The way to convince him to support American engagement with the world is to remind him of the historic role that America has played in keeping the world stable, and the importance of continuing to play the role America is good at.



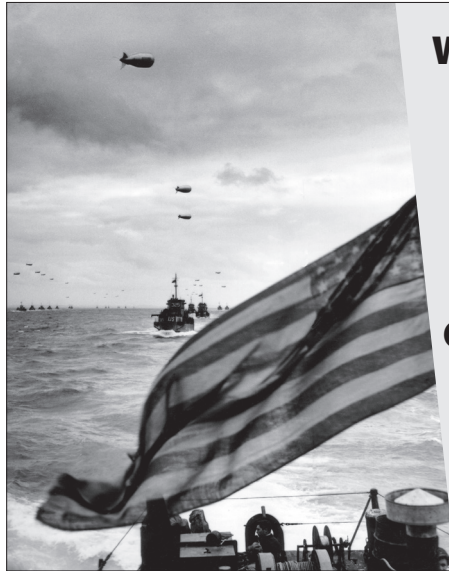
Increasing Funding & Support for the US Armed Forces

Charles values hard work and likes people who get on with the job at hand. As such, he is likely to support increased funding for the armed forces when America's servicepeople are described as hard-working professionals that do a tough job. Language that takes a businesslike approach to the armed forces is also something that Charles likes, and he'll identify with troops who work hard and just need to right tools for the job.



Focus On Diplomacy

When Charles doubts the importance of funding for America's armed forces, and thinks we should be focusing on diplomacy instead, he can be reminded of why we have to fund the military through messages that emphasize the historic role America's military has played. They have always been there, doing a good job, and that status quo should be preserved so that America can be protected.



**WHEN WE NEEDED
THEM MOST, OUR
MILITARY WERE
THERE.**

**WE NEED TO
MAKE SURE THEY
CAN ANSWER THE
CALL AGAIN.**

**JOHN
BOLTON**
SUPER★PAC



Pamela

Pamela’s friends would describe her as the life of the party, and she loves being around other people. On the inside, however, she has a lot of fears and worries about her security. She wants America to stay strong and powerful overseas, because she’s worried about what will happen if it doesn’t.

PERSONALITY PROFILE



- OPENNESS
- CONSCIENTIOUSNESS
- EXTRAVERSION
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- NEUROTICISM

Border Security

Pamela worries a lot, and for her the security of America's border is important in keeping her safe. She often sees things that she's not familiar with as threatening, and as such she can be deeply affected by messaging that reminds her of the threat to America's safety posed by weak border security. She looks at terrorism and chaos that is happening in other countries, and worries that these things will happen in America if we don't secure our borders.



Promoting & Defending US Interests Overseas

Because Pamela is worried about threats to her safety, she can be convinced of the need for America to take a strong role in the world by messaging that emphasizes threats that could come to America if we don't deal with them overseas first. In essence, it is easier to deal with smaller problems overseas on an ongoing basis than it is to deal with them once they become big problems.



Isolationism

When Pamela does have doubts about whether America's interests are served by being so engaged overseas, she can be reminded of how important it is to stay vigilant and active in pursuing America's enemies by messaging that reiterates threats to America's security in clear terms.



Increasing Funding & Support for the US Armed Forces

Pamela is very extraverted, and she loves parties and celebrations. Her respect and admiration for America's military is strongest when she sees them celebrating victory against America's enemies, and imagery that shows such celebrations makes her feel at ease and secure. For Pamela, the military are a barrier between her community and threats to their safety, and further reinforcement of those threats would also affect her.



Focus On Diplomacy

Pamela does worry sometimes that America doesn't try often enough to use diplomacy to solve its problems, and she needs to be reminded that diplomacy can't deal with every situation. Some enemies don't want to talk to America, even if America wants to talk to them. In those instances, a strong military that frightens America's enemies is the only thing that will keep Pamela and her family safe.





Rick

Rick has always known that he was smart, and he considers himself a leader. Some other people find him domineering and selfish, but Rick knows what he wants and knows that he has good ideas. He sees America as a leader in the world, and for him it's important that we protect America's leadership position amongst nations.

PERSONALITY PROFILE



- OPENNESS
- CONSCIENTIOUSNESS
- EXTRAVERSION
- AGREEABLENESS
- NEUROTICISM

Border Security

Rick sometimes thinks about America as a solitary beacon guiding the rest of the world. As such, he believes that the country has to stay strong and preserve the things that make it great. When it comes to border security, Rick is receptive to messaging that emphasizes America's pre-eminence and hints at the threats posed by external forces to that dominance.



Promoting & Defending US Interests Overseas

Rick sees himself as a leader amongst his friends and family, and he wants America to be a leader in the world. He can be mobilized to take action on issues related to America's place in the world by messaging that addresses the importance of maintaining America's pre-eminence and the good things that America has to teach other countries and cultures.



Isolationism

Like many Americans, Rick has sometimes thought that America should be withdrawing from overseas conflicts. He doesn't like the idea of America losing its position and seeming weak, however, so he will be receptive to messaging that shows how America will be "giving up the fight" if it pulls out of conflicts in other countries.



Increasing Funding & Support for the US Armed Forces

As somebody who views himself as a leader, Rick identifies with soldiers who have demonstrated leadership. He also likes power, so imagery and messaging related to soldiers winning and being rewarded will resonate with him, particularly when he can feel that he has played a role in that victory. Ultimately he wants to be honored himself, and he gets validation from having other people recognise his achievements.



Focus On Diplomacy

When Rick does have doubts about whether America should be spending so much money on its military, and whether it might be better to focus on diplomacy instead, he can be reminded of the importance of properly funding the Armed Forces by messages that reiterate the central role played by the military in maintaining America's leadership position in the world.





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